**Value Added Strategies Assignment**

Your task to utilize Value Added Strategies in selling someone a Kleenex box. To effectively sell the Kleenex you need to demonstrate the ability to meet the customers expectations about the Product, your Company, and the Salesperson. Your scenario is that you are working for Target. Prepare a write up describing what the typical customer would be expecting from the Product, the Company and the Salesperson. Describe the customer expectation and how you could make sure you can add value.

Then, work through the Total Product concept in emphasizing each “possible” product to the customer while making sure you add the value necessary. The following is your guidelines in what will be assessed in your sales pitch:

|  | **Student Demonstrates** | **Score** |
| --- | --- | --- |
| 1 | The ability to meet the expectations of today’s customer in satisfying their wants/needs regarding the product, company, and salesperson. |  |
| 2 | Understanding of the generic product and can emphasize its characteristics to the potential buyer. |  |
| 3 | Understanding of the expected product and begin to identify the value the customer expects to come from the product. |  |
| 4 | Understanding of the Value-Added product by offering the customer more than they expect of the product to be capable of. |  |
| 5 | Understanding of the potential product, and communicates to the potential customers what is possible, and prepare them for a change in the traditional way Kleenex is used. |  |

Grading Rubric

| **1** | **2** | **3** | **4** |
| --- | --- | --- | --- |
| Missing | Below expectations | Meets Expectations | Exceeds Expectations |